

The Location Analytics Market is expected to reach \$26.89 billion by 2027, at a CAGR of 11.1% during the forecast period 2020 to 2027.

Location analytics is a trending technology that combines geographical data with a business's assets data to extract valuable insights from the datasets. The technology involves extensive data visualization, location-based data analysis, business intelligence, predictive analytics, and advanced algorithms to interpret and understand data. The technology is widely adopted for various business applications in several industries, offering considerable profits to business owners. Amidst the COVID-19 pandemic, location analytics was used extensively to track affected patients, unallocated people, provide daily essentials to people stuck in lockdowns, and many other use cases.

Thus, post-pandemic, the market for location analytics is expected to grow with a high CAGR. Growing innovation and experimentation in geospatial technologies and increasing usage of smart devices with sufficient internet access are factors driving the market growth for location analytics technology. Moreover, due to the growing adoption of digital devices enabled with positional data collection features, which allows businesses to add a geographic layer to their assets data, the market is poised to make significant growth in the forecasted period.

Here are the top 10 companies operating in [Location Analytics Market](#)

SAP SE



SAP SE is a leading player in enterprise application software and a leading analytics and business intelligence company. It offers enterprise software that helps organizations manage business operations and customer relations. The company uses machine learning, the Internet of Things (IoT), and advanced analytics technologies to help turn customers' businesses into intelligent enterprises.

With its subsidiaries and a strong distribution network, the company has its presence in various regions such as Europe, the Middle East & Africa, the Americas, and Asia-Pacific. Some of the subsidiaries of SAP SE are SuccessFactors (U.S.), Qualtrics (U.S.), and SAP Concur (U.S.). As of 2019, the company had a headcount of 100,330 employees worldwide. Also, SAP SE directly or indirectly controls a worldwide group of 265 subsidiaries that develop, distribute, and provide its products, solutions, and services.

[Oracle Corporation](#)



Oracle Corporation provides solutions and products to various industry verticals. The company offers autonomous databases, business analytics, developer tools, engineered systems, IT infrastructure, java solutions, middleware, applications, customer experience management solutions, enterprise performance management solutions, ERP solutions, human capital management solutions, supply chain management solutions, and NetSuite, among others.

The company's analytics solutions are designed for the corporate and education sectors and enhance the productivity and performance of the workforce. The company operates in several industry verticals: Financial Services, Insurance, Automotive, Communications, Construction and Engineering, Food & Beverage, Healthcare, High Technology, Higher Education, Hospitality, Industrial Manufacturing, Life Sciences, Public Sector, Research, Retail, and Utilities.

With its subsidiaries and a strong distribution network, the company has its presence in North America, Europe, Asia-Pacific, and Latin America. Some of the subsidiaries of Oracle Corporation include NetSuite, Inc. (U.S.), Taleo Corporations (U.S.), BlueKai (U.S.), Dyn, Inc. (U.S.), and Responsys (U.S.).

SAS Institute, Inc.



THE
POWER
TO KNOW.

SAS Institute, Inc. is an analytics solutions provider that helps organizations seek immediate value from their data. The company's analytics solutions help businesses in gaining insights, identifying issues and solving them, and making decisions to drive relevant changes.

The company offers its products and solutions to various industry verticals such as insurance, banking, communication, education, healthcare, life sciences, public sector, retail, and utilities. Moreover, the company's SAS platform is one of the well-known products in the analytics industry, offering improved data analysis, pre-processing, and integral development complemented with advanced technologies.

With its subsidiaries and a strong distribution network, the company has its presence across the Americas, Asia-Pacific, and Europe, the Middle East & Africa. Some of the subsidiaries of SAS include Scandinavian Airlines (Sweden), SAS Danmark A/S (Denmark), Air Greenland (Greenland), and SAS Cargo Group (Denmark).

IBM Corporation



IBM functions through five key segments: Cognitive Solutions, Technology Services & Cloud Platforms, Global Business Services, Systems, and Global Financing. The company manufactures and sells hardware & software and delivers numerous hosting and consulting services from mainframe processors to nanotechnology domains. The company has a diverse and vast products and services portfolio covering artificial intelligence, IoT, cloud computing, security, and more.

IBM is the world's enterprise AI leader and largest cybersecurity enterprise. It provides services to enterprises of all sizes and leaders in diverse industries, including financial services, manufacturing, and retail. Some of the subsidiaries of IBM are Red Hat Software (U.S.), Aspera (U.S.), Trusteer (U.S.), and Kenexa (U.S.). The company helps its clients transform their businesses and engage clients and employees in new ways. It has one of the largest workforces in the world.

Cisco Systems, Inc.



Cisco Systems, Inc. operates in different verticals: Energy, Education, Financial Services, Government, Healthcare, Manufacturing, Retail, Sports and Entertainment, Cities and Communities, and Transportation. The company offers products and services under various segments like Networking, Internet of Things (IoT), Mobility & Wireless, Security, Collaboration, Data Center, and Cloud. Under the IoT segment, it offers products and services in categories such as IoT Networking, IoT Gateways, Extended Enterprise, IoT Operations Management, IoT Data Management, and IoT Security.

With its subsidiaries and a strong distribution network, the company has its presence in various regions such as America, EMEA, and APAC. Some of the subsidiaries of Cisco Systems, Inc. are Cisco WebEx (U.S.), OpenDNS (U.S.), and BroadSoft (U.S.).

Meticulous Research in its latest publication on Location Analytics Market has predicted the growth of 11.1% during the forecast year 2020-2027.

Alteryx, Inc.



Alteryx, Inc. is a software company that offers data science and data analytics solutions that enable users to analyze data from more sources and easily deliver business insights. The Alteryx platform provides the analytic flexibility that users need to discover, prepare, analyze, and operationalize analytic models through a collaborative platform.

The company has been awarded several times for its innovative platform and has effectively managed relations with its clients over many years. The company offers solutions for financial services, healthcare, oil & gas, retail, and the education sector.

With its subsidiaries and strong distribution network, the company has its presence across the U.S., U.K., and other countries. The subsidiaries of Alteryx Inc. are Feature Labs Inc. (U.S.), Alteryx ANZ Pvt Ltd. (Australia), and ClearStory Data, Inc. (U.S.).

Microsoft Corporation



[Microsoft Corporation](#) is a multinational technology company founded by Paul Allen & Bill Gates and ranked no. 30 in the 2018 Fortune 500 companies list. It is best known for Internet Explorer, Microsoft Windows OS, Microsoft Office Suite, and Edge Web browsers. Its leading hardware products are the Microsoft Surface lineup of individual touchscreen computers and Xbox videogame consoles.

It is specialized in cloud computing, quantum computing, business software, IT professional solutions and services, developer tools, educational software, search engines, advertising, the windows operating system, windows applications & platforms, smartphones, future of work, productivity, artificial intelligence, machine learning, laptops, and virtual reality.

With its subsidiaries and strong distribution network, the company has its presence across the U.S. and other countries. Some of the subsidiaries of Microsoft are Double Fine Productions (U.S.), GitHub (U.S.), Semantic Machines, Inc. (U.S.), Mojang Studios (Sweden), and LinkedIn Corporation (U.S.).

[Google LLC](#)



Google LLC is one of the global pioneers in internet-based products and services. Google's product portfolio ranges from search engines, cloud computing, online advertising technologies, and computer hardware & software.

In addition to the aforementioned product and services, Google is also cementing its feet in the home automation industry directly or through its multiple subsidiaries. The Google Cloud's BigQuery data warehouse inculcates premium support for geospatial data types and functions. This unique capability allows users to process and analyze geospatial data on a large scale.

With its subsidiaries and a strong distribution network, the company has its presence in various regions such as the U.S., EMEA, Asia-Pacific, and other Americas. Some of the subsidiaries of Google LLC are YouTube (U.S.), Firebase (U.S.), Dialogflow (U.S.), Google AdMod (U.S.), Kaggle (U.S.), Waymo (U.S.), and DeepMind (U.S.), among others.

[TIBCO Software, Inc.](#)



TIBCO Software, Inc. offers integration, analytics, and event-processing software that assist companies in managing information and making effective decisions, empowering the users. The company integrates advanced technologies such as data science, machine learning, artificial intelligence, and big data analytics into its products to benefit the users in the most effective way. The company offers its analytics solutions to various industries and is consistently engaged in developing business-specific solutions, empowering the corporate sectors.

With its subsidiaries and strong distribution network, the company has its presence across North America, South America, Europe, and the rest of the world. Some of its subsidiaries are Jaspersoft (U.S.), Mashery (U.S.), Orchestra S.A.(France), SnappyData, Inc. (U.S.), and Alpine Data Labs (U.S.).

[Here Technologies](#)



Here Technologies is a software company that offers location data and intelligence, mapping, and associated services to various companies. The company's location analytics platform is capable of managing warehouses with precise location tracking of assets, providing live road updates to goods dispatchers for determining the fastest routes, and delivering goods to appropriate places.

Additionally, the location-based services offered by the company are adopted for solving complex geofencing and customized routing problems. The company provides solutions to various sectors and industries, namely automotive, connected driving, consumer engagement, fleet management, insurance, media, public sector, retail, supply chain optimization, telecommunications, transportation and logistics, and urban mobility.

With its subsidiaries and a strong distribution network, the company has its presence in various regions such as the Americas, Asia-Pacific, and Europe, and the Middle East & Africa. Some of the subsidiaries of the Here Technologies are Medio Systems, Inc. (U.S.), Micello, Inc. (U.S.), ATS Advanced Telematic Systems GmbH (Germany).

Popular Mentions: Hexagon AB, Precisely, Galileo, Trimble, Inc., and Pitney Bowes

Amidst this crisis, Meticulous Research® is continuously assessing the impact of the COVID-19 pandemic on various sub-markets and enables global organizations to strategize for the post-COVID-19 world and sustain their growth. Let us know if you would like to assess the impact of COVID-19 on Location Analytics Market

– https://www.meticulousresearch.com/download-sample-report/cp_id=5150

Authoritative Research on the Location Analytics Market – Global Opportunity Analysis and Industry Forecast (2020-2027)

Need more information? [Meticulous Research®](#)'s new report covers each of these companies in much more detail, providing analysis on the following:

- Recent financial performance
- Key products
- Significant company strategies
- Partnerships and acquisitions

- The Impact of COVID-19 on the Location Analytics Market

The Comprehensive report provides global market size estimates, market share analysis, revenue numbers, and coverage of key issues and trends.

Please download Location Analytics Market report pages and learn more: https://www.meticulousresearch.com/download-sample-report/cp_id=5150